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Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450



9/28/04  
Date

*Michael R. Lanning*  
Buchanan Ingersoll, P.C.

*AB/ 3625*  
*Law A*  
**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Appl. No.** : 09/717,881  
**Applicant** : Phillip A. White  
**Filed** : November 21, 2000  
**Title** : PRODUCT PURCHASE DECISION MAKING AND  
INFORMATION DEVICE  
**Group Art Unit** : 3625  
**Examiner** : Yogesh C. Garg  
**Docket No.** : 001020

**RESPONSE TO OFFICE ACTION**

Pittsburgh, Pennsylvania 15219  
September 28, 2004

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated June 28, 2004, please amend the above-referenced application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.